



**O'ZBEKISTON RESPUBLIKASI
OLIIY TA'LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
XALQARO TURON FANLAR AKADEMIYASINING
JIZZAX FILIALI
JIZZAX POLITEKNIKA INSTITUTI
"IJTIMOIY FANLAR"
KAFEDRASII HAMKORLIKDA**

**"SUN'YI INTELLEKT DAVRID A MILLIY O'ZLIKNI
ANGLASH: TURON TARIXIY MEROSI VA
ZAMONAVIY RIVOJLANISH"**
xalqaro ilmiy-amaliy konferensiya

**"UNDERSTANDING NATIONAL IDENTITY IN THE
ERA OF ARTIFICIAL INTELLIGENCE:
TURAN HISTORICAL HERITAGE AND
MODERN DEVELOPMENT"**
international scientific-practical conference

**«ПОНИМАНИЕ НАЦИОНАЛЬНОЙ ИДЕНТИЧНОСТИ В
ЭПОХУ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА:
ТУРАНСКОЕ ИСТОРИЧЕСКОЕ НАСЛЕДИЕ
И СОВРЕМЕННОЕ РАЗВИТИЕ»**
международной научно-практической конференция

**KONFERENSIYA MATERIALLARI
TO'PLAMI
(II - JILD, III - IV SHO'BALAR)**

**2026-YIL
4-APREL**

**O‘ZBEKISTON RESPUBLIKASI
OLIY TA‘LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
XALQARO TURON FANLAR AKADEMIYASINING
JIZZAX FILIALI
JIZZAX POLITEKNIKA INSTITUTI
“IJTIMOIY FANLAR”
KAFEDRASI HAMKORLIKDA**



**“SUN’IY INTELLEKT DAVRIDA MILLIY O‘ZLIKNI
ANGLASH: TURON TARIXIY MEROSI VA ZAMONAVIY
RIVOJLANISH”**

xalqaro ilmiy-amaliy konferensiya

**"UNDERSTANDING NATIONAL IDENTITY IN THE ERA OF
ARTIFICIAL INTELLIGENCE: TURAN HISTORICAL HERITAGE AND
MODERN DEVELOPMENT"**

international scientific-practical conference

**«ПОНИМАНИЕ НАЦИОНАЛЬНОЙ ИДЕНТИЧНОСТИ В ЭПОХУ
ИСКУССТВЕННОГО ИНТЕЛЛЕКТА: ТУРАНСКОЕ ИСТОРИЧЕСКОЕ
НАСЛЕДИЕ И СОВРЕМЕННОЕ РАЗВИТИЕ»**

международной научно-практической конференция

**KONFERENSIYA MATERIALLARI
TO‘PLAMI**

(II - JILD, III-IV SHO‘BALAR)

O‘zbekiston Respublikasi Oliy ta‘lim, fan va innovatsiyalar vazirligining 2026-yil 16-yanvardagi “O‘zbekiston Respublikasida 2026-yilda xalqaro va respublika miqyosida o‘tkaziladigan ilmiy va ilmiy-texnik anjumanlar rejasi to‘g‘risida”gi 11-son buyrug‘ida belgilangan vazifalar ijrosini ta‘minlash maqsadida 2026 yil 4 aprel kuni Jizzax politexnika institutida xalqaro ilmiy-amaliy konferensiya o‘tkazilishi rejalashtirilgan.

JIZZAX-2026



CERTIFICATE

THIS CERTIFICATE IS AWARDED TO

Baytanov Uralboy Mirakul ugli

for his/her outstanding and invaluable contribution
to the international scientific conference
"National Self-Awareness in the Era of Artificial Intelligence:
The Historical Heritage of Turon and Modern Development"

Rector



A.Usmankulov



2026-yil 4-aprel

ma’lumotlar uchun mualliflar mas’uldir!

articles and abstracts included in this collection!

MUNDARIJA / TABLE OF CONTENTS/OГ JABJEHHE

SHO‘BA III

INNOVATSIYALAR VA RAQAMLI IQTISODIYOT: ISTIQBOL VA XAVFSIZLIK.

Qalandarova Safiya Toxirovna. BIZNES VA KASBIY FAOLIYATDA TIL KOMMUNIKATSIYA JARAYONLARINING USTUVORLIGI.....	21
Rasulova Nargiza Botirqulovna. RAQAMLI IQTISODIYOT VA ZAMONAVIY INNOVATSIYALARNING RIVOJLANISH ISTIQBOLLARI.	27
Baytanov Uralboy Mirakul ugli. SPECIFIC FEATURES OF CONSUMER DEMAND IN PRODUCT QUALITY MANAGEMENT IN INDUSTRIAL ENTERPRISES.....	29
Abdusalomova Rohiya Abdumomin qizi. SUN’IY INTELLEKT VA IJTIMOIIY-GUMANITAR FANLAR: O‘ZARO BOG‘LIQLIK VA RIVOJLANISH ISTIQBOLLARI.....	32
Muhamadiev Sarvinoz Nurmat qizi. MOTIVATSIYA FALSAFASI: OB’EKTI, SUB’EKTI, PREDMETI MAQSADI VA VAZIFALARI.....	35
O‘tkir Djamalov YENGIL SANOAT MAHSULOTLARI TARKIBIY QISMLARINI SINAB TEKSHIRISH TIZIMINI TAKOMILLASHTIRISH ASOSIDA SIFAT NAZORATINING SAMARADORLIGINI OSHIRISH.....	40
Muratxodjayeva Feruzaxon Xotamovna. INSON RUHIYATINI IFODALOVCHI LEKSIK BIRLIKLARNING SEMANTIK STRUKTURASI VA ULARNING KOGNITIV MODEL SIFATIDAGI TALQINI.....	44
Turapov Ulugbek Urazkulovich, Akulbayev Musabek Islamovich, Madaliev Gul’nar Urazalievna, A. Kautbekova. REGRESSION AND SPLAIN METHODS OF MONITORING THE LEVEL OF GLOKOSE IN THE BLOOD BY THE NON-INVASIVE METHOD.....	52
Ne’matov Akmaljon Lapasovich. RAQAMLASHTIRISH JARAYONIDA “AXBOROT TEXNOLOGIYALARI” FANINI ZAMONAVIY ELEKTRON AXBOROT-TA’LIM RESURS ASOSIDA O‘QITISHDA QO‘LLASH.....	60
Abdullayeva Ziyoda Nabiyevna. RAQAMLASHGAN JAMIYAT VA TA’LIMDA SAMARADORLIK: INNOVATSION YONDASHUVLARNING	63

innovatsion faoliyatning natijasi hisoblanadi va innovatsion faoliyat natijalarining quyidagi ko‘rinishlaridan biri sifatida talqin etish mumkin [3].

FOYDALANILGAN ADABIYOTLAR RO‘YXATI:

1. Nasrullayev Nurbek Baxtiyarovich “Raqamli iqtisodiyot: mohiyati, tarkibi va rivojlanish istiqbollari” “Raqamli iqtisodiyot” ilmiy-elektron jurnali 11-son.
2. Oribjonov Abduraxmat Lochinbek o‘g‘li “Raqamli va innovatsion iqtisodiyot” zamonaviy dunyo ilm fan va texnologiya nomli ilmiy-amaliy konferensiya.
3. O‘zbekiston Respublikasi Prezidentining Farmoni. "Raqamli O‘zbekiston-2030" strategiyasini tasdiqlash va uni samarali amalga oshirish chora-tadbirlari to‘g‘risida (PF-6079-son, 05.10.2020 y).
4. Ayupov R.H., Baltabayeva G.R. "Raqamli iqtisodiyot asoslari". O‘quv qo‘llanma. T.: "Tafakkur bo‘stoni" 2020yil.
5. Murodov J.B. O‘zbekistonda raqamli iqtisodiyotning rivojlanish tendensiyalari va istiqbollari. “Iqtisodiyot va innovatsion texnologiyalar” jurnali, 2022, №3(47). - B. 88-95.

SPECIFIC FEATURES OF CONSUMER DEMAND IN PRODUCT QUALITY MANAGEMENT IN INDUSTRIAL ENTERPRISES

Baytanov Uralboy Mirakul ugli
Teacher at Jizzakh Polytechnic
Instituti

Annotation. The article examines in detail the specific aspects of consumer demand in quality management in food manufacturing enterprises. The article also presents and analyzes the Food Index, scientific research of international organizations related to quality management today, and data related to the food industry.

Keywords: Food industry, quality management, consumer demand, food products, international organizations.

In today's era of economic fluctuations, the stable operation of industrial enterprises, including food industry enterprises, is directly related to the quality of the products they produce. Therefore, product quality is measured by the extent to which it meets the interests and requirements of consumers. In the conditions of a modern market economy, consumers place high demands not only on the functional properties of food products, but also on their safety for humans, reliability and direct aesthetic appearance. Therefore, it is important to study and analyze the specific features of modern consumer demand in order to improve product quality management practices in food manufacturing enterprises.



Research on quality management in industrial enterprises shows that price volatility, supply chain disruptions, and unexpected climate changes in the global food industry market are affecting consumer needs and behavior [1].

While food prices appear to have stabilized after peaking in global food prices in 2022, economic and political conflicts between countries are now gradually disrupting this stability. However, consumer perceptions of product quality are becoming more complex [2].

Consumer demand is an economic category that expresses the quantity of goods and services that consumers are willing and able to purchase at a given price level and during a given period of time. In classical economic theory, the law of demand states an inverse relationship between price and quantity [3].

Table 1

Specific aspects of consumer demand for food products

	Feature	Content
	Demand stability	Food is an integral part of human life. Even when prices rise sharply, there is always demand.
	Periodicity and personality	Food demand becomes daily, weekly, and seasonal. Consumer behavior is shaped by habits.
	Multidimensional	Price, safety, taste, smell, appearance, and other factors simultaneously influence demand formation.
	Sociocultural conditioning	Demand is formed under the influence of national traditions, customs, and the media.
	Increased quality sensitivity	As consumers gain access to information, their demands for product quality increase significantly.
	Direct connection with human life	The quality of food products can pose a greater threat to human life than other types of products.

From the data in the table above, it can be seen that the demand for food products has a number of unique characteristics, unlike other goods.

Today, a number of major international organizations are actively conducting research in the field of food quality and consumer demand. Their activities are mainly aimed at ensuring food safety, developing quality standards, and protecting consumer interests.

Industrial enterprises, especially food manufacturers, cannot effectively develop a quality management system without a thorough analysis of consumer demand. Research conducted by the World Health Organization and the Food and Agriculture Organization has radically expanded the scope of quality requirements [4]. Therefore, in-depth study of

the specifics of consumer demand and its integration into the quality management system is a pressing problem today.

Table 2

Research by international organizations on food quality and consumer demand

International organization	Research area	Expected practical result
FAO/WHO Codex Alimentarius	Development of international food standards	Integrating national quality standards with international norms
FAO (FFPI)	Monitoring the food price index	Enterprises formulate pricing strategies and raw material procurement plans
WHO INFOSAN	Food safety network	Implementing the HACCP system and strengthening safety controls
ISO TC 34	International Committee for Food Standardization	Certification, auditing and management system implementation
World bank	Food inflation and consumer purchasing power	Developing economic policies to ensure food security in low-income groups

Codex Alimentarius standards cover the following dimensions of consumer demand: food hygiene; additives and contaminants; pesticide and veterinary drug residues; product labeling and presentation; methods of analysis and sampling. In 2024, Codex expanded its activities and adopted new guidelines for the provision of information on packaged food products offered through e-commerce.

The FAO Food Price Index (FFPI) is an indicator reflecting the prices of 24 agricultural commodities traded on international markets, with the average for 2014-2016 being taken as 100 points [5].

In 2022, the index reached a historic high of 159.7 points due to supply chain disruptions caused by the Russia-Ukraine war. The index then fell to 124.7 points in 2023. This figure represents a decline of approximately 14 percent compared to 2022 [6]. In 2024, an average decline of 2.1 percent was recorded, but segment prices such as vegetable oil and dairy products continued to increase.

The dynamics of the food price index show that price volatility is significantly changing consumer behavior, leading to a reassessment of the quality-price relationship in product selection. During the price peak in 2022, low-income consumers in developing

countries, including Uzbekistan, began to focus exclusively on price, as opposed to quality.

In conclusion, in-depth study of the specifics of consumer demand and its integration into the quality management system is a prerequisite for the sustainable development, competitiveness, and successful operation of Uzbek food industry enterprises in the international market.

REFERENCES

1. WHO. (2022). Food Safety Fact Sheet. World Health Organization. <https://www.who.int/news-room/fact-sheets/detail/food-safety>
2. New Food Magazine. (2025). Global Food Prices Show Mixed Trends in 2024. <https://www.newfoodmagazine.com/news/246940/>
3. Marshall, A. (1890). Principles of Economics. London: Macmillan.
4. FAO. (2024). FAO Food Price Index. Food and Agriculture Organization of the United Nations. <https://www.fao.org/worldfoodsituation/foodpricesindex/en/>
5. Food Security Portal. (2024). FAO Food Price Index Falls in 2023. <https://www.foodsecurityportal.org/node/2667>
6. Statista. (2024). Annual Food Price Index Worldwide from 2000 to 2024, by Category. <https://www.statista.com/statistics/1453888/annual-food-price-index-worldwide-by-category/>

SUN’IY INTELLEKT VA IJTIMOIIY-GUMANITAR FANLAR: O‘ZARO BOG‘LIQLIK VA RIVOJLANISH ISTIQBOLLARI

**Guliston davlat universiteti.
Ijtimoiy fanlar kafedrası v.b
dotsenti Amanov G.A.
Falsafa yonalishi 1-bosqich
talabasi
Abdusalomova Rohiya
Abdumomin qizi**

Annotatsiya: Ushbu maqolada sun’iy intellekt va ijtimoiy-gumanitar fanlar hamda ular o‘rtasidagi o‘zaro bog‘liqlik va rivojlanish istiqbollari haqida so‘z yuritilgan.

Kalit so‘zlar: Sun’iy intellekt, Lingvistika va sun’iy intellekt, chatbotlar, avtomatik tarjima tizimlari, texnologiya, taraqqiyot, tafakkur, dunyoqarash, strategiya, ilm-fan, texnika, yangilik, loyiha, innovatsiya, ixtiro, modernizatsiya.

Bugungi kunda sun’iy intellekt texnologiyalari jamiyat hayotining barcha sohalariga jadal kirib bormoqda. U faqat texnik yoki axborot texnologiyalari doirasida